

## Abstract of the Disclosure

A system and a method for delivering targeted advertisements to the set-top box (STB). The targeted advertisements may be delivered to the STB in a low bandwidth channel or in a high bandwidth channel as an ad channel. The ad channel may be an analog channel wherein the advertisements are transmitted as analog video. Alternatively, the advertisement channel may be a digital channel, and the advertisements may be encoded and transported in the same way as conventional programming. In digital cases, a 6 MHz digital channel may carry several digital advertisement channels. Moreover, other services (e.g., data may be carried within the 6 MHz digital channel). Alternatively, the ad channel may share a 6 MHz bandwidth with one or more other programming channels.